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GOVERNMENT OF ORISSA

**SPORTS & YOUTH SERVICES DEPARTMENT**

**RESOLUTION**

The 13th February 2015

With due concurrence of Finance Department and approval of State Government, the existing scheme “Integrated Youth Development Programme” of this Department hereby stands amended, with retrospective effect from the 1st April 2014.

## INTEGRATED YOUTH DEVELOPEMENT PROGRAMME

### **A. Active Citizenship Programme**

#### **1. Objective**

The programme of ‘Active Citizenship’ as a part of IYDP aims at inculcating civic sense, respect to women, empathy for the physically challenged, abhorrence to substance abuse and patriotism among the youth and other such issues through Audio-Visual medium. The programme has been conceptualized keeping in view the recent happenings in the society which necessitates sincere attempt in instilling strong moral values among the impressionable minds of the youth which will shape their personality as a responsible citizen.

#### **2. Target Group**

The target group for the programme will be +2/+3 College Students and Degree students of technical/vocational educational institution, both in the government and private fold.

#### **3. Implementing Agency**

State Youth Welfare Board will be the implementing Agency

#### **4. Panel of Advisers**

The thematic Audio-Visual short films selected for each volume of ‘Active Citizenship’ AV will be placed before a panel of personalities who are involved in the area of social work

and youth development for expert opinion and sequencing of AVs. The panel of experts/ advisers will also help in finalizing the script, opening song, on-screen anchors and overall package of each volume of AV. Publicity material which will also be a part of the 'Active Citizenship' will be prepared with inputs from the panelists. The composition of panel will be between 6-8 members.

##### **5. Budget for Appraisal of the AV /Publicity Materials by the Panel**

Description	Unit Cost	Total Cost
Appraisal Sessions	Honorarium @ Rs.2,000 per session to 8 panelists + Rs.2,000 for refreshments = Rs.18,000 per session for development of each volume of "Active Citizenship" AV.	Rs.18,000 x 6 Sessions = Rs.1,08,000 for each volume of AV. For 2 Volumes of AV in a year, Rs.2,16,000
Design and layout of Publicity Materials/ Posters, etc.	Rs.20,000 to accompany with screening of each volume of AV .	Rs.20,000 X 2 = Rs.40,000
Honorarium for script/opening song of each AV	Rs. 11,250	Rs. 11,250 x 2 = Rs.22,500
<b>Total</b>		<b>Rs.2,78,500</b>

##### **6. Selection of AV**

Thematic selection of AVs will be done from internet or any other source. Panel of Advisers can also contribute to the selection of AVs/short films. A database of short films will be maintained on different themes for preparation of 'Active Citizenship' AVs with details of duration, producers, Contact numbers, etc. The short films to be selected for inclusion in each volume of AV will be placed before the panel of advisers for expert comment and feedback.

##### **7. Procurement of AVs and Budget**

The production house of the selected AVs/short films will be contacted for obtaining permission and finalizing the fees for inclusion of their AV in the 'Active Citizenship' AV. Typically each volume of AV will ideally be of 90 minute-105 minute duration apart from the intermission period of 20-30 minutes. Each thematic AV content should not exceed 15 minutes except that for exceptional ones. The cost of AV can vary depending on the duration and the price quoted by the production houses, since motivational short films are not marketed as priced products available for buying off-the-shelf. Some of the production

house also accord permission free of cost. Before inclusion of the AVs, written permission from the producers shall be obtained for screening of the 'Active Citizenship' AVs in Colleges and different forums as NSS/NYKS/NCC/ Bharat Scout & Guides/Youth Red Cross Camps, etc.

Description	Unit Cost	Total Cost
Cost of AV	On an average Rs.25,000 per AV	Rs.25,000 X 20 short films = Rs. 5,00,000
Procurement cost AVs from the production houses including travel cost, etc.	Since the production house can be located anywhere in India, the travel will be co-ordinated basing on the production houses in a common route. Travel cost with lodging/boarding—Rs.2,00,000.	Rs.2,00,000
	Total . .	Rs.7,00,000
	<b>Grand Total . .</b>	<b>Rs.14,00,000 for 2 Volumes of AV.</b>

## 8. AV Preparation & Budget

After selection and procurement of AVs in original from the content owners for each volume of 'Active Citizenship' AV, a DVD will be prepared with on-screen anchors in a movie-mode. Since the production of the DVD is creative in nature, the production will be entrusted to empanelled short film makers or through nomination. The budget will be as under:

Description	Unit Cost	Total Cost
Compilation of AVs with on-screen anchors including opening song, etc.	Rs.5,00,000 for each volume of DVD	Rs.5,00,000 x 2 for 2 volumes of DVD = Rs.10,00,000.
Hiring of Speaker Systems, etc. for 2 screening of finally compiled AV.	Rs.15,000	Rs.30,000 x 2 = Rs. 60,000.
DVD Cover design	Rs.5,000	Rs.5,000 x 2 = Rs. 10,000
DVD duplication	Rs.120 per piece which includes packing, printing of inlay, etc.	Rs. 100 x 3000 copies x 2 =Rs.6,00,000.
	<b>Total . .</b>	<b>Rs.16,70,000</b>

## 9. Publicity Material

After screening of 'Active Citizenship' AVs in Colleges, publicity material highlighting the messages sought to be conveyed through the AVs will be designed and printed for display and distribution among students in the Colleges where these AVs will be screened. The budget will be Rs.55,00,000 (@ Rs. 13-14 per copy x 4,00,000 copies).

## 10. Implementation Strategy for Screening of AVs

- \* There are in total 2154 Colleges (1449 +2 Colleges+ 705 +3 Colleges). Taking into account vacation /examination days, etc., the academic session will be around 8 months in a year in which the 'Active Citizenship' DVD can be screened.
- \* For the 182 Engineering Colleges in the State with around student strength of 1.4 lakhs, the College authorities will only be given the "Active Citizenship" DVDs for screening for the students.
- \* The programme can be organized 4 days in a month (@ 1 day in each week) at different colleges in the districts. One day in a week can be prefixed in consultation with the Principals of the College for the programme.
- \* On a single day, programmes can be organized in 3 colleges in a district thereby covering 90 colleges in 30 districts. In one month on an average 360 colleges can be covered in 30 districts. In six months time around 2000 programmes can be arranged covering all 2154 colleges and depending upon the student strength the programme can be repeated in colleges to cover maximum number of students.
- \* The programme will primarily involve screening of the Audio-Visual at different colleges with a target audience of 100 students per session with 2 sessions in a day (forenoon and afternoon) in College Auditorium/Conference Hall.
- \* The programme will be facilitated by NSS Programme Officers or any other faculty member identified by the Principals of respective colleges. Funds for hiring of LCD Projectors, Sound System and Generators, arrangement of Snacks for students and honorarium for the co-ordinating officer amounting to around Rs. 11,000 per session will be placed with Principal of respective Colleges. The budget will be as under:

Description	Total Cost
Honorarium for facilitator	Rs. 1,000
LCD projector	Rs. 1,300
Generator	Rs. 2,500
Miscellaneous expenses including Banner, photography, etc.	Rs. 1,000
Refreshment @ 2,000 x 2 sessions	Rs. 4,000
Unit cost per day for 2 session	Rs. 11,000
Grand Total	.. For 2000 programmes covering 4,00,000 students - Rs.11,000 X 2,000 = <b>Rs.2,20,00,000</b>

## 11. Monitoring of the Programme

Observers will visit the screening of 'Active Citizenship' DVD at random in at least 20 % of the 2000 programme intended to be covered in a year. The Observers can be officials from the Department of Sports & YS, SYWB, Members of the Panel of Advisers, District Project Officers, NSS or any other Observer to be nominated by the Department of Sports & YS/SYWB. The Budget will be as under :

400 programmes @ 50 programmes per month @ Rs.5,000 per programme=  
**Rs.20,00,000.**

## 12. District Level Monitoring of the Programme

At the District Level, Collectors will oversee the implementation of 'Active Citizenship' Programme. Monthly meeting of facilitators will be done by the District Project Officers, NSS with support of DSOs at the District Headquarters prior to the scheduled screening of the 'Active Citizenship' DVD in different Colleges of a District. District Education Consultant of HE Department at the Nodal Colleges will also be invited for the meeting. The meeting at the District Level will be supported and co-ordinated by team from the SYWB and members of the Adviser Panel.

Description	Unit Cost	Total Cost
Stationery /Hiring of LCD, etc.	Rs. 2,000	Rs.2,000 x 8 months x 30 Districts = Rs.4,80,000.
TA/DA of facilitators	Rs. 500	Rs.500 x 2300= Rs.11,50,000.
Refreshment	Rs. 200	Rs.200 x 2300= Rs.4,60,000.
Honorarium to DPO	Rs. 500 per month	Rs. 500 x 8 months x 30 = Rs. 1,20,000.
TA/DA of Team Members from SYWB including honorarium attending the monthly meeting at the Districts.	Rs. 5,500	Rs. 5,500 x 30 Districts x 8 months =Rs.13,20,000
<b>Total</b>		<b>Rs. 35,30,000</b>

## 13. 1-Day Orientation of District Project Officers/ District Education Consultant on 'Active Citizenship' Programme.

Description	Unit Cost	Total Cost
Stationery /Hiring of LCD, etc.	Rs.30,000	Rs.30,000
TA/DA	Rs.1000 per person	Rs.1,000 x 80 = Rs. 80,000
Refreshment	Rs.450 per person	Rs.450 x 100 = Rs. 45,000
<b>Total</b>		<b>Rs.1,55,000</b>

## 14. Administrative Expenses including contingencies

Administrative expenses includes expenses on hiring/outsourcing of DEOs/ Accountants/ Consultants/ Specialists, other support staff , Online reporting and submission of accounts, etc. apart from operational expenses. The budget requirement will be **Rs. 25,00,000.**

## 15. Release of Funds/Submission of UCs

The fund for screening of 'Active Citizenship' Programme will be released to the concerned Principals of the College where screening date has been pre-fixed as per the yearly schedule. The unitwise expenditure incurred for the programme will be submitted by the concerned Principal. Balance amount, if any, would be refunded either through DD/Online transfer to SYWB.

## B Inter-State Youth Exchange Programme

Financial Assistance will be provided to teams visiting the State or going on invitation from other State Governments. A lump sum provision of Rs. 10,00,000 will be made for the purpose.

### 16. Budget outlay

Item	Amount
Panel of Advisers	Rs. 2,78,500
Procurement of AVs	Rs. 14,00,000
AV Preparation	Rs. 16,70,000
Publicity Materials	Rs. 55,00,000
Screening of AVs	Rs. 2,20,00,000
Monitoring of the Programme	Rs. 20,00,000
District Level Monitoring of the Programme	Rs. 35,30,000
Orientation of DPO/DEC	Rs. 1,21,500
Administrative expenses including contingencies	Rs. 25,00,000
ISYEP	Rs. 10,00,000
<b>Total</b>	<b>Rs. 4,00,00,000</b>

### 17. Revision of the Scheme guidelines & cost norm

Any provision under the scheme guidelines including the cost norm may be modified/relaxed with the approval of the Secretary, Sports & Youth Services Department.

By order of the Governor

SASWAT MISHRA

Commissioner-*cum*-Secretary to Government